



## JOIN US FOR EARTH EXPO 2006!



March 2006

Welcome Sponsors and Exhibitors!

The Environmental Division of The City of Miami Beach brings *Eco-chic* to South Beach! The second annual Earth Expo will be held Sunday, April 30, 2006 in Lummus Park, South Beach. This community oriented event will provide a forum for citizens and tourists to engage with sustainable businesses and non-profit green organizations along the beautiful South Beach coastline.

I hope your company/organization will consider joining us as an **Earth Day Sponsor/Exhibitor**. It is a wonderful opportunity for you to host a booth with information on your programs, products or services in a prime location.

In its first year, the EARTH Expo brought together over 1,000 visitors and 38 exhibitors that provided information on hybrid cars, green investing, energy efficient and water conservation products for the home, natural cosmetics, organic foods, and the opportunity to participate in xeriscape and native plant identification demonstrations. This year we anticipate an even larger attendance, attracting local, state and national environmental companies.

Enclosed please find an Exhibitor Application Form and Program Sponsorship Opportunities. No application will be considered until payment is received in full. Each exhibitor must provide proof of general liability insurance (\$300,000 minimum) with their application. Applications must be received by **April 7<sup>th</sup> 2006**. No applications will be received after April 14<sup>th</sup>, 2006.

For additional application packages, please call (305) 673-7080 or contact us by fax at (305) 673-7028 or email [environment@miamibeachfl.gov](mailto:environment@miamibeachfl.gov).

We will be more than happy to send you Earth Expo 2006 flyers and posters so you can help us to publicize the event. We look forward to receiving your application!

Sincerely yours,

Jordanna Rubin  
Environmental Manager  
City of Miami Beach

**Earth Expo 2006**  
**Sunday, April 30<sup>th</sup> 2006, 12pm-6pm**  
**Lummus Park, South Beach (between 8<sup>th</sup> and 10<sup>th</sup> Streets)**  
**Sponsor/Exhibitor Application Form**

Organization Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Person staffing the booth (if different): \_\_\_\_\_ Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Contact Email: \_\_\_\_\_  
Web Address: \_\_\_\_\_  
Insurance Carrier: \_\_\_\_\_

(General Liability Insurance required with minimum amount of \$300,000. The **City of Miami Beach** must be added as a certificated holder).

☐ **Please submit a copy of your General Liability Insurance** (Check box to indicate submission).

Briefly describe the services/products of your organization and attach or email information:

☐ **Please submit a standard PC format electronic version of your logo to**  
[environment@miamibeachfl.gov](mailto:environment@miamibeachfl.gov) (Check box if you have emailed your logo).

Please describe your proposed exhibit. Hands-on activities, demonstrations, and interactive exhibits will receive priority. (Use extra sheet if necessary):

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**Will you be selling anything?** Yes \_\_\_\_\_ No \_\_\_\_\_. If yes, list below & attach descriptions or provide a web address.

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**Exhibits:** All exhibit tents are 10' by 10' and include a 6' table with two chairs. If your company/organization requires additional space other than what has been described, please indicate below (use an extra sheet if necessary):

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Extra tents, tables and chairs can be ordered below (Fees Section). Applications received before the deadline will be assigned space on a first-come, first-serve basis and will be notified of their location prior to the event. Applications submitted after the deadline will be assigned space as available.



## Program Sponsorship Opportunities:

Event Priority Sponsors and Co-Sponsors are provided with the following: an exhibition space, table, 2 chairs and limited electrical access. All sponsors are advertised on the event map, brochure, flyers, website and banner. Priority Sponsors will receive advertisement and exhibit space priority.

**Sponsorship Fees:**      Event *Priority* Sponsor: \$10,000  
                                    Event Co-Sponsor:      \$ 3,000

This year we are providing item sponsorship for the following items:

☐ ***T-shirts***

T-shirts will be available for sale on the day of the event. We anticipate sponsorship of the t-shirts whereby the logo of the sponsor will be printed on the t-shirt, along with the Earth Day logo and the City of Miami Beach logo. This perennial sponsorship will indicate your valued and important involvement with our Earth Day celebration. The t-shirts are made of 100% recycled plastic bottles.

☐ ***Re-usable Shopping Bags***

Re-usable shopping bags will be available for sale to event participants. We anticipate a sponsorship of these bags whereby the logo of the sponsor will be printed on the bag (with the City of Miami Beach logo). This perennial advertising for your company/organization is a great way to indicate your support of reusable bags and landfill minimization. The bags are made from 100% organic cotton.

☐ ***Plants***

We would like to have a plant donation of Florida natives made to the Earth Expo. By agreeing to participate as a plant sponsor, your company/organization's participation will be formally announced on the day and your logo will be placed on the plant by either a tag attached to the plant and/or around the plant container. This sponsorship is a great way to promote the support by your company/organization of citizens planting local plant species, as opposed to non natives and invasive species.

☐ ***Workshops***

Workshops will be held throughout the programming of the afternoon. By sponsoring a workshop your organization's participation will be formally announced on the day, and materials distributed during the workshop will bear your company/organization's logo. This sponsorship is a great way to show your company/organization's support for environmental education initiatives!

**Please indicate (by checking a box above) if you would like to sponsor an item listed.**

You will be contacted to discuss the terms of the item sponsorship.

If you have a suggestion for an alternative item that you would like to sponsor, please indicate below.

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Make: \_\_\_\_\_ Model: \_\_\_\_\_ Plate #: \_\_\_\_\_  
 Make: \_\_\_\_\_ Model: \_\_\_\_\_ Plate #: \_\_\_\_\_

### Fees for a 10' by 10' Exhibit Space

A. Space only:	No equipment provided	\$75
B. Non-profit exhibitor:	Equipment, display space, limited electrical access	
	Advertisement in event exhibitor brochure and map	\$125
C. Business exhibitor:	Equipment, display space, limited electrical access	
	Advertisement in event exhibitor brochure and map	\$225
D. Event Co-Sponsor:	Equipment, display space, limited electrical access	
	Advertisement in event exhibitor brochure and map	\$3000
	Logo on main banner at event and website	
E. Event Priority Sponsor:	Equipment, display space, limited electrical access	
	Advertisement in event exhibitor brochure	\$10,000
	Logo <i>priority</i> on main banner and website	

**New Exhibitor Fee:** A fee of \$50 will be charged to new exhibitors, i.e., Those not present for Earth Expo 2005.

**Additional equipment:** Extra chairs: \$10, tables: \$30, tents: \$ 75.

**Figure your payment:**

Organization/Company type (circle one)    **A**   **B**   **C**   **D**   **E**                      \$\_\_\_\_\_ (1) +

**New Exhibitor Fee** (Add \$50) \$ \_\_\_\_\_(2) +

**Additional equipment fees:**

$$\# \text{ tables} \times \$30 = \underline{\hspace{2cm}} + \# \text{ chairs} \times \$10 = \underline{\hspace{2cm}} + \# \text{ extra tents} \times \$75 = \underline{\hspace{2cm}} \quad \$\underline{\hspace{2cm}}(3) +$$

**TOTAL = Lines (1)+(2)+(3)                      \$\_\_\_\_\_ (Total)**

Additional comments/requests: \_\_\_\_\_

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**Submitting:**

By signing this form, I (the undersigned) acknowledge that The City of Miami Beach, its organizing committee, participating organizations and performers/presenters will not be held responsible, nor liable, for accidents, injury or illness as caused by our organization/company (above), its employees, facilities, materials and/or products.

By signing this form I (the undersigned) and all participants in my exhibit at the City of Miami Beach Earth Expo 2006 acknowledge that we have read, understand and agree to abide by the terms and conditions set forth in the document "Rules and Guidelines for Sponsors and Exhibitors."

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Checks made payable to "**City of Miami Beach**"

Please **mail** completed application with full payment to:

City of Miami Beach  
c/o Environmental Resources Management Division  
1700 Convention Center Drive  
Miami Beach, FL 33139

**Questions?**      Contact: **Heather Porter** Environmental Coordinator  
Ph:      305-673-7080 Ext 2609  
Fax:      305-673-7028  
Email:    [environment@miamibeachfl.gov](mailto:environment@miamibeachfl.gov)

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***For Office Use Only:***

- ☐ Date Received: \_\_\_\_\_
- ☐ Amount: \_\_\_\_\_
- ☐ Item Sponsor? \_\_\_\_\_
- ☐ General Liability Insurance Received? \_\_\_\_\_
- ☐ Logo received via email? \_\_\_\_\_
- ☐ Space Assigned: \_\_\_\_\_
- ☐ Extra equipment required? \_\_\_\_\_



## Guidelines for Sponsors and Exhibitors

1. Safety is our number one priority. The Sponsor/Exhibitor is responsible for all of the fire, safety, and electrical regulations of Miami-Dade County. We ask that everyone cooperate and ensure that unsafe conditions are immediately corrected and/or reported to the Hosts.
2. The Sponsor/Exhibitor will be solely responsible for any damages to person and/or property resulting from their actions or equipment and shall be responsible for all repair or replacement costs.
3. The City of Miami Beach only agree to provide the items indicated in the attached pages for the various levels of Sponsor/Exhibitor participation. The Sponsor/Exhibitor is responsible for paying charges for any additional services provided by the City of Miami Beach or their contracted service providers.
4. The City of Miami Beach must receive payment, in full, prior to the event in order for the Sponsor/Exhibitor to participate. Early payment is recommended as promotional information about a Sponsor/Exhibitor will not be included in event materials until full payment is received.
5. The Hosts reserve the right to exclude any Sponsor/Exhibitor from participation in the event, at which time any payments shall be returned in full. Participation in this event in no way indicates an endorsement of the services or products of the Sponsor/Exhibitor by the City of Miami Beach, and none should be inferred.
6. The City of Miami Beach shall not be responsible for any charges incurred or other inconveniences encountered as a result of postponement or cancellation of this event due to unforeseen circumstances. In the event of cancellation, all payments shall be returned in full to the Sponsor/Exhibitor.
7. Exhibitors must ensure that their display is set up within the space allotted to them.
8. Exhibitors must ensure that they adhere to schedules for setting up and breaking down their displays.
9. The City of Miami Beach reserves the right to modify the rules or establish additional rules as may be necessary to conduct this event in a safe and efficient manner. Failure to abide by these and any additional rules may result in expulsion from the event and the forfeiture of all payments to the Hosts.
10. The Sponsor/Exhibitor is solely liable for the operation of all displays and agrees to indemnify and hold the Hosts and their contractors harmless from any claims, losses, expenses (including attorney fees) and liability arising in connection with the event. The Sponsor/Exhibitor agrees to make no claims what so ever for loss, theft, damage, destruction of goods; nor any injury to himself or employees while in the exhibition space.

## Location and Directions

### BY CAR:

I-95 North or South to 395 (MacArthur Causeway) over Biscayne Bay. 395 turns into 5th Street. Continue on Fifth Street, turn left onto Collins Ave and go north until 13<sup>th</sup> St. Turn right onto 13<sup>th</sup> St to Ocean Drive/Lummus Park.

### BY AIR:

Miami Beach is served by two major local airports.

Miami International Airport (MIA) is located approximately 10 miles west of Miami Beach and is your most convenient link to air travel from the City. All major domestic airlines serve MIA and dozens of International airlines provide service to the area. MIA Customer Service Hot Line: **(305) 876-7000**.

Ft. Lauderdale/Hollywood International Airport is an excellent alternate airport serving the Miami Beach community. Based in Hollywood, Florida, the airport is approximately 25 to 30 minutes north of Miami Beach. The airport is serviced by many major domestic airlines, and international carriers from Canada, the Bahamas and many Caribbean countries provide daily service. Van, taxi and limousine services are available to bring you to your hotel.

### PARKING:

Miami Beach is very compact, so parking is limited. Apart from the space you may be allocated, the City of Miami Beach has Parking Facilities in the following locations (also see map attached):

5<sup>th</sup> Street and Meridian Ave

12<sup>th</sup> Street and Pennsylvania Ave

8<sup>th</sup> Street and Washington Ave

13<sup>th</sup> Street and Washington Ave

9<sup>th</sup> Street and Washington Ave

Further north there is another facility located at 13<sup>th</sup> St and Washington Ave

